

Appendix D

D

Questionnaire Results



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S U M M A R Y R E P O R T

INTRODUCTION

From April through the end of June 2019, the City of Chula Vista provided a web-based questionnaire as part of community outreach activities for the Active Transportation Plan (ATP) development process. The purpose of the questionnaire was to collect community input about areas of the city that are desirable places to walk and ride bicycles, as well as locations with significant barriers. This input informed the project team's assessment of existing conditions in the city, as well as development of the potential networks of bicycle and pedestrian corridors that may be included in the ATP. This report summarizes the results of the questionnaire.

Background

The City of Chula Vista is developing the ATP to help guide future pedestrian and bicycle improvements. The ATP will build off of the City's recent efforts, such as the Pedestrian Connectivity Plan and the Bikeway Master Plan, and propose approaches to accommodate emerging technologies such as scooters and electric bike share. The planning process for the ATP focuses on the following objectives:

1. Evaluate bicycle and pedestrian safety and connectivity
2. Discuss priorities with community members and stakeholders
3. Develop active transportation goals and policies
4. Recommend safe connections to activity centers and transit hubs
5. Identify bicycle and pedestrian improvements
6. Position Chula Vista to be competitive for grant funding opportunities

A Stakeholder Working Group (SWG) was established to further advise and support the project team throughout the project. The SWG provided insights

regarding the approach to key project phases and deliverables, including community outreach activities.

Questionnaire Overview

The questionnaire design paralleled public outreach activities conducted during Phase 1 of the planning process, which informed the existing conditions research and analysis for the ATP and initial network concepts for bicycle and pedestrian corridors. The questionnaire mirrored the objectives and design of public outreach activities conducted throughout the city, which were primarily “pop up” workshops conducted at major community events.

The objectives of the questionnaire focused on collecting respondents’ input about locations and routes that they feel comfortable walking and biking, and the conditions that encourage their use. Conversely, respondents identified locations and routes that they do not feel comfortable and the physical barriers and conditions that contribute to these feelings and experiences. Respondents also provided basic demographic information.

The questionnaire organization included the following sections:

- How respondents get around on a daily basis
- Favorite places in Chula Vista
- Walking: places that are comfortable and uncomfortable
- Biking: places that are comfortable and uncomfortable
- Public transit usage
- Potential usage of bike share and scooter share
- Demographics

The questionnaire format included multiple choice and map-based questions and responses. Respondents were offered a set of seven (7) baseline, multiple choice questions. Some of these questions included follow-up questions with the opportunity to place one or more location pins on the map and to provide additional input about their selections. SWG members provided assistance in beta testing the questionnaire prior to the public launch. The first screen in the questionnaire offered respondents English and Spanish language versions.

The questionnaire was distributed electronically through the City’s and SWG member’s social media and public communication channels. Additionally, participants at the public outreach events were offered paper flyers with the questionnaire URL to complete at their leisure. The questionnaire was available from approximately April through the end of June 2019.

SUMMARY OF QUESTIONNAIRE RESULTS

Following is a summary of results and input collected at from the questionnaire. The results include quantitative totals by question, as well as a summary of qualitative input. These results are not considered statistically valid. Not all respondents answered all questions, resulting in varying counts by question. More details about the results are available on file with the City of Chula Vista.

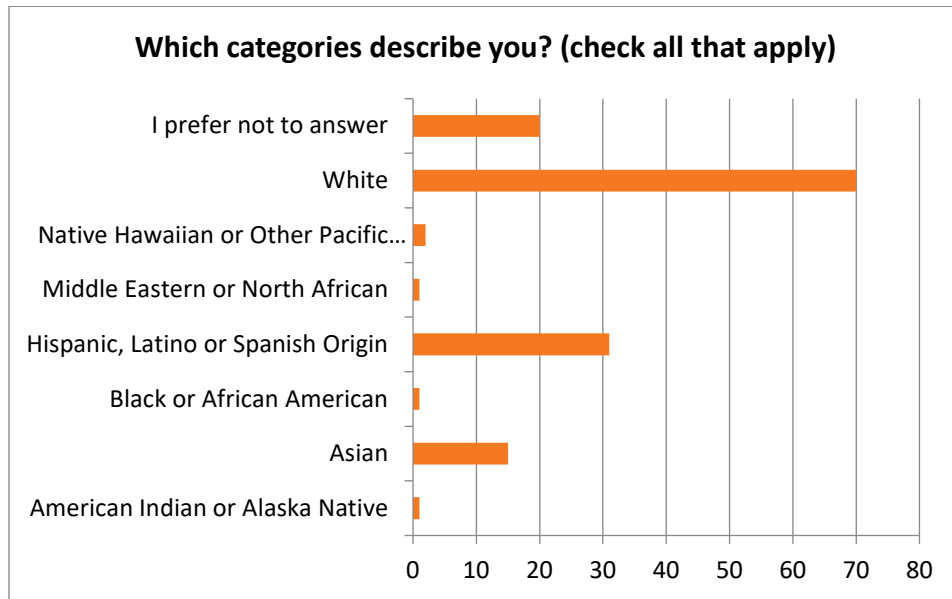
Participation and Demographics

Following is a summary of the number of respondents and visitors to the questionnaire:

- **Total number of respondents: 226.** These are the number of respondents who participated in the questionnaire, answering at least one question.
 - Completed in English language: 200
 - Completed in Spanish language: 26
- **Total number of map responses: 1354.** These are the number of pins placed on the map, most of which included additional input/comments.
- **Total number of visitors: 410.** These are the number of visitors who clicked into the first screen of the questionnaire, but did not answer any questions.

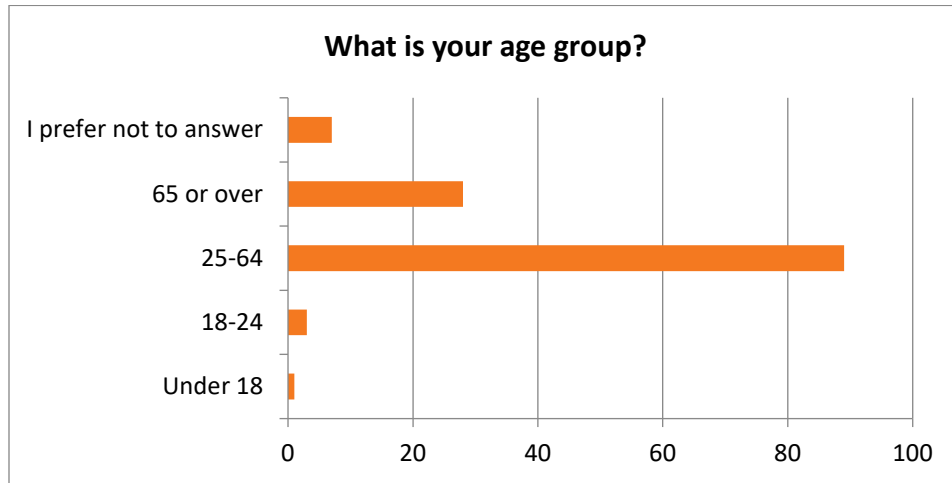
The following demographic questions occurred at the end of the questionnaire, and generated the following results:

Approximately half of respondents identified as white, and approximately 20% identified as Hispanic, Latino or Spanish Origin.



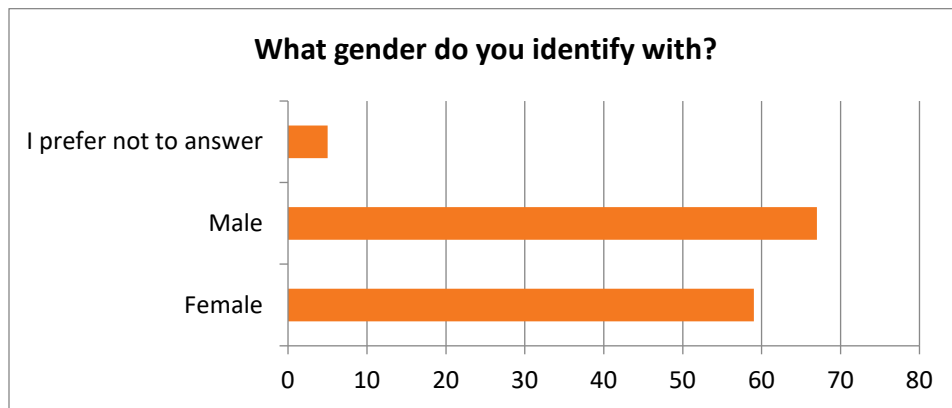
Which categories describe you? (check all that apply)	Count	%
American Indian or Alaska Native	1	0.70922
Asian	15	10.6383
Black or African American	1	0.70922
Hispanic, Latino or Spanish Origin	31	21.98582
Middle Eastern or North African	1	0.70922
Native Hawaiian or Other Pacific Islander	2	1.41844
White	70	49.64539
I prefer not to answer	20	14.1844
	141	100

Over two-thirds of respondents identified their age group as 25-64.



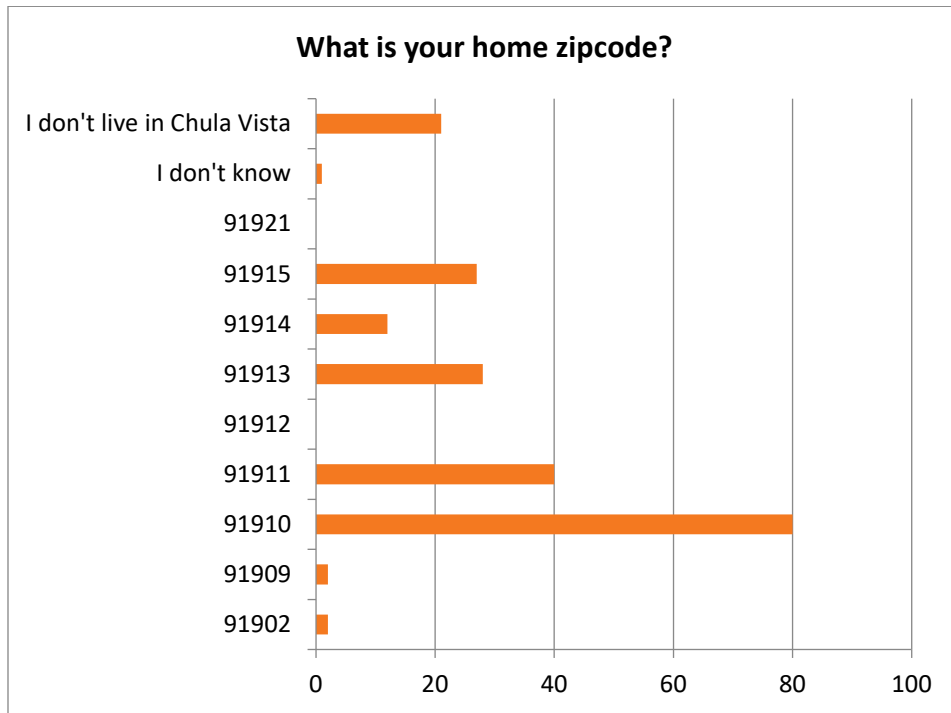
What is your age group?	Count	%
Under 18	1	0.78125
18-24	3	2.34375
25-64	89	69.53125
65 or over	28	21.875
I prefer not to answer	7	5.46875
	128	100

Respondents were closely split when identifying gender.



What gender do you identify with?	Count	%
Female	59	45.03817
Male	67	51.14504
I prefer not to answer	5	3.816794
	131	100

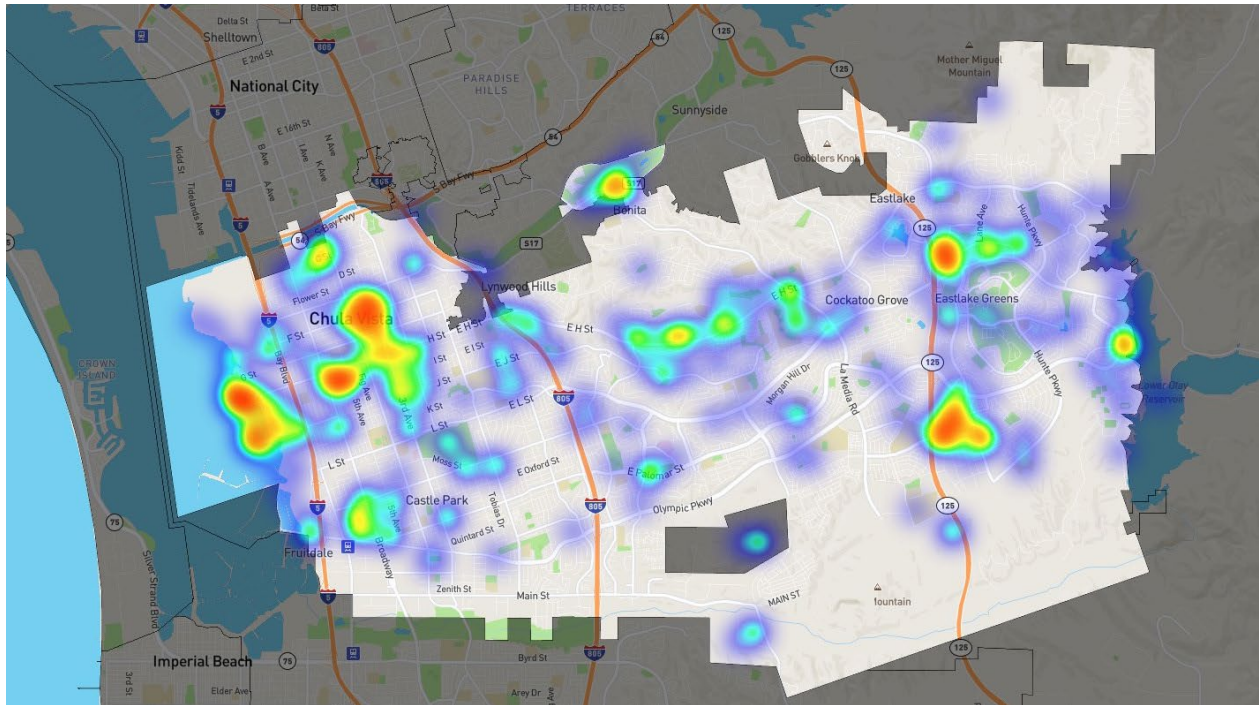
Most respondents indicated their home zipcode as 91910, 91911, 91913 or 91915.



What is your home zipcode?	Count	%
91902	2	0.938967
91909	2	0.938967
91910	80	37.55869
91911	40	18.77934
91912	0	0
91913	28	13.14554
91914	12	5.633803
91915	27	12.67606
91921	0	0
I don't know	1	0.469484
I don't live in Chula Vista	21	9.859155
	213	100

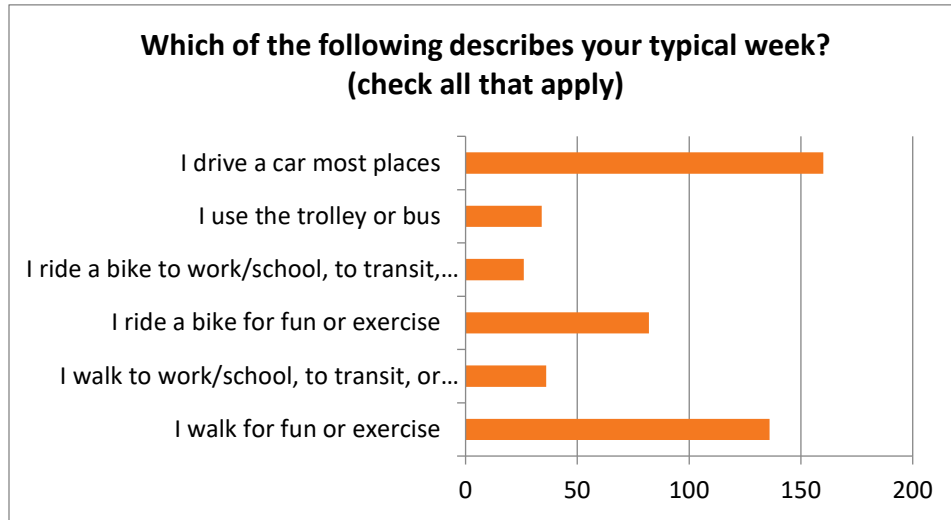
Favorite Places to Go in Chula Vista

Respondents placed pins on the map to indicate their favorite places to go in Chula Vista. Higher concentrations of places are represented by red and orange colors of the following heat map. Popular places include the Third Avenue Village, Bayshore Bikeway and Bayfront, Eastlake Village Marketplace/Village Center, and Otay Ranch Center.



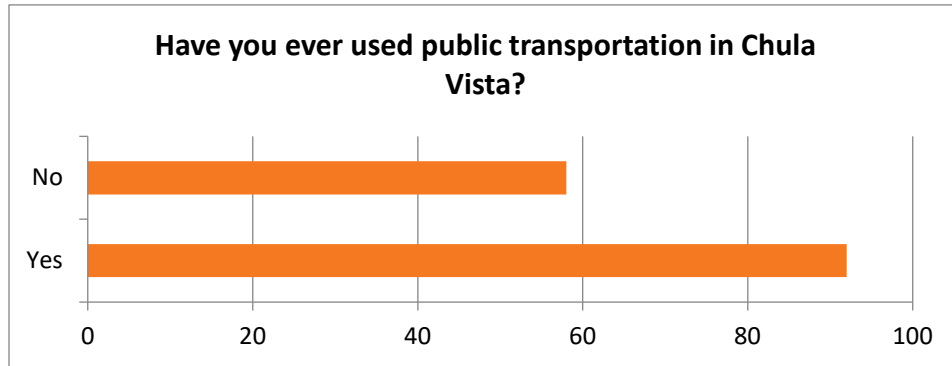
Daily Mobility Options

Respondents indicated one or more options that describe how they get around in a typical week. Most frequently indicated were “I drive a car most places,” followed by “I walk for fun or exercise” and “I ride a bike for fun or exercise.”



Which of the following describes your typical week? (check all that apply)	Count	%
I walk for fun or exercise	136	28.69198
I walk to work/school, to transit, or for errands	36	7.594937
I ride a bike for fun or exercise	82	17.29958
I ride a bike to work/school, to transit, or for errands	26	5.485232
I use the trolley or bus	34	7.172996
I drive a car most places	160	33.75527
	474	100

Respondents indicated if they had ever used public transportation in Chula Vista. Nearly two-thirds indicated “Yes.”

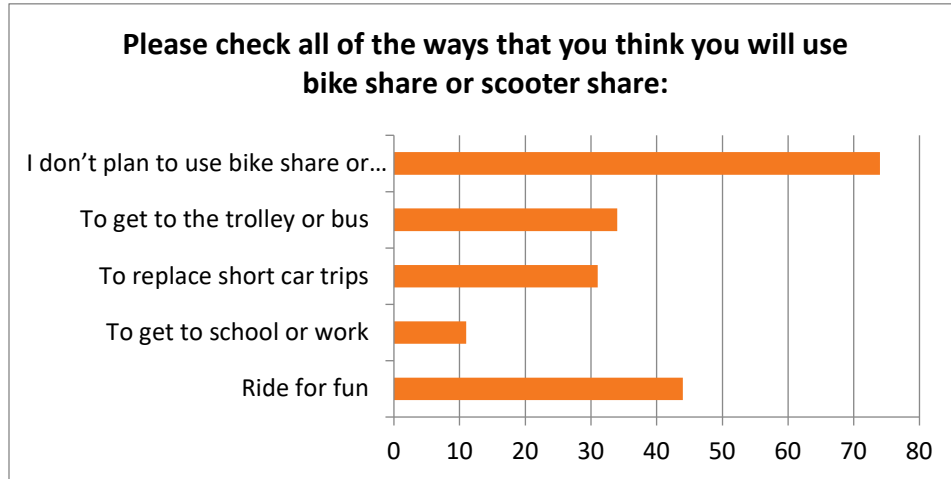


Have you ever used public transportation in Chula Vista?	Count	%
Yes	92	61.33333
No	58	38.66667
	150	100

Respondents who indicated “Yes” responded to a follow-up question about a (a.) trolley station/bus stop where they’ve encountered problems, and (b.) the type of challenge encountered getting to that location. Respondents placed a total of 16 pins on the map to indicate a station/stop location, with most indicating the transit station at H Street Trolley Station. Respondents indicated inadequate parking, lighting and security as at this station. Other reasons indicated for other stations/stops included transit/connection times between bus and trolley, service infrequency, and inadequate parking.

Respondents who indicated “No” responded to a follow-up question about obstacles preventing their use of public transit, and provided a range of reasons including: service infrequency, security, cleanliness, transfer requirements, travel times, and distance from station/stop.

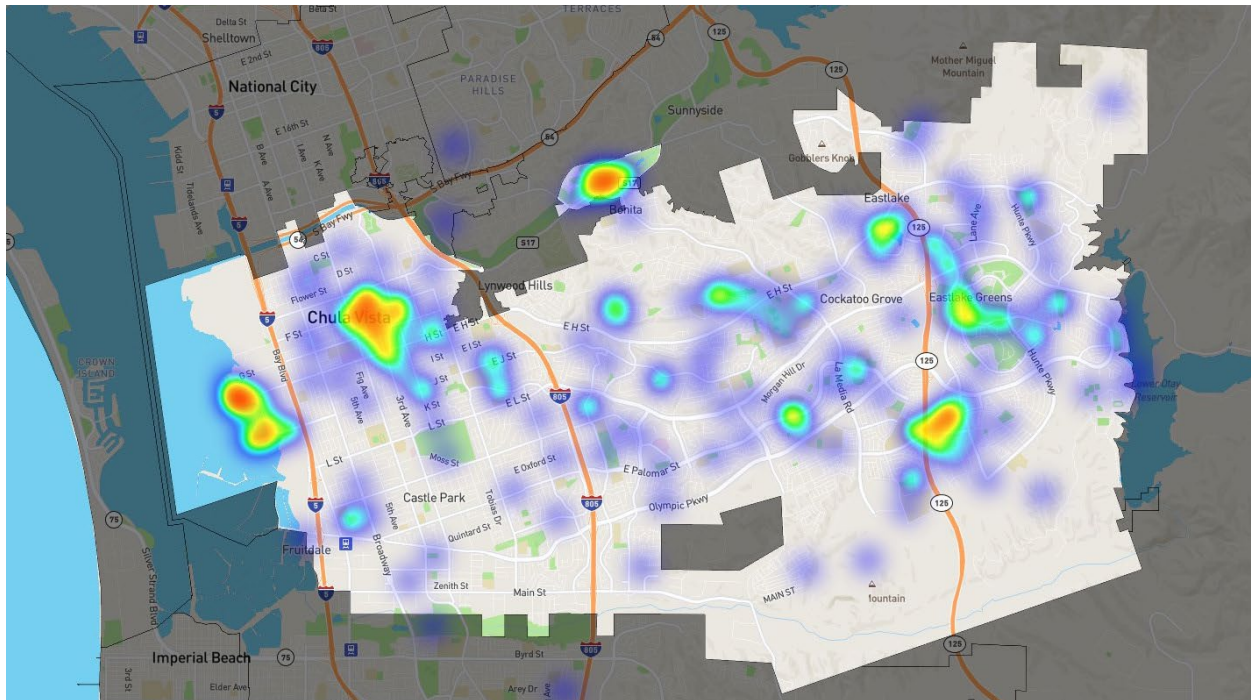
Respondents indicated the ways they think they will use bike share or scooter share in the future, if at all. The highest number of respondents indicated “I don’t plan to use bike share or scooter share” followed by “Ride for fun.”



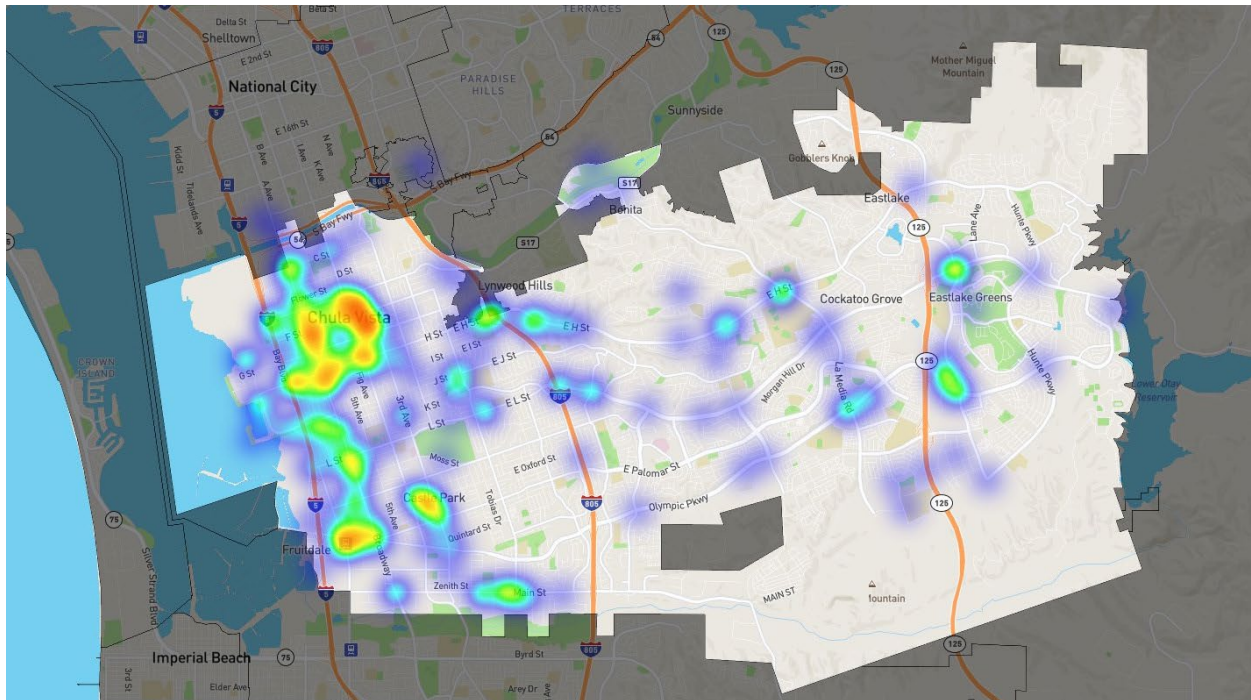
Please check all of the ways that you think you will use bike share or scooter share:	Count	%
Ride for fun	44	22.68041
To get to school or work	11	5.670103
To replace short car trips	31	15.97938
To get to the trolley or bus	34	17.52577
I don't plan to use bike share or scooter share	74	38.14433
	194	100

Walking in Chula Vista

Respondents placed pins on the map to indicate places they feel most comfortable walking in Chula Vista. Higher concentrations of places are represented by red and orange colors of the following heat map. Popular places include Third Avenue Village, Bayshore Bikeway and Bayfront, Rohr Park, and Otay Ranch Town Center. Frequently mentioned reasons included: the surrounding areas; good quality sidewalks; traffic separation; comfortable crossings, good lighting; exercise; safe and secure; natural beauty; and dog walking.

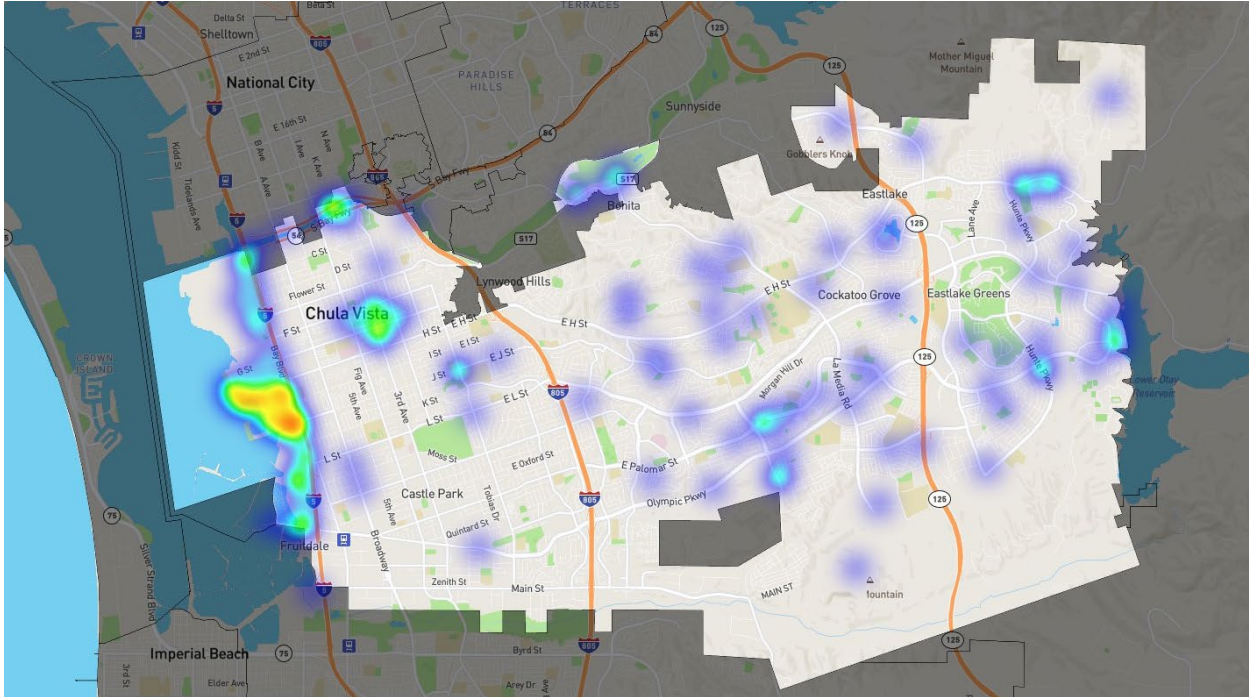


Respondents placed pins on the map to indicate places they feel most uncomfortable walking in Chula Vista. Higher concentrations of places are represented by red and orange colors of the following heat map. Neighborhoods in the western portion of the City received the most pins, generally along Fourth Avenue between Flower and H Streets, and portions of Broadway. Frequently mentioned reasons included: traffic safety, volume and congestion; dangerous crossings; poor/missing sidewalks; lack of lighting; security; and homelessness.



Biking in Chula Vista

Respondents placed pins on the map to indicate places they feel most comfortable biking in Chula Vista. Higher concentrations of places are represented by red and orange colors of the following heat map. The most frequently indicated place is Bayshore Bikeway and Bayfront, with many respondents indicating the dedicated pathway and lack of traffic as their reasons.



Respondents placed pins on the map to indicate places they feel most uncomfortable biking in Chula Vista. Higher concentrations of places are represented by red and orange colors of the following heat map. Neighborhoods in the western portion of the City received the most pins, generally along the H Street and Broadway corridors, as well as the I-805 crossings at Telegraph Canyon and Olympic Parkway, and the I-5 crossings at H Street and Orange Avenue. Frequently mentioned reasons included: traffic proximity and safety; unsafe configurations of the overcrossings and freeway ramps; lack of bikeways/lanes; and traffic safety.

